

I am commenting on the recent request for radio stations to be more local. I am the programmer of a very local radio station in St. Joseph, MO and licensed in Savannah, MO (KSJQ). I have been involved in the community over 5 years. KSJQ is a major part of the community that we serve and provide daily support. The proof is below, this is just the support we have provided in just **one year**.

Each weekday morning begins at 5am with Brad King, St. Joe news with John P Tretbar and weather every 7 minutes. KSJQ runs a 92 second newscast 6 times each weekday from 6am to 9am. An additional two 92 second newscasts are aired in the afternoon drive: one at 4pm and one at 5pm. In addition, weather updates are aired twice an hour every day.

KSJQ takes pride in providing life saving information in the event of severe weather.

- If there is a thunderstorm watch for the 3 primary counties or 8 outlying counties covered by KSJQ, an update occurs a minimum of every 30 minutes until the warning is expired.
- If there is a thunderstorm warning for the 8 outlying counties, KSJQ announces it immediately and provides updates a minimum of every 30 minutes until expired.
- If there is a thunderstorm warning for the 3 primary counties, KSJQ announces it immediately and provides updates every 10 minutes until the warning is expired.
- If there is a tornado watch for the 3 primary counties or 8 outlying counties, an update occurs a minimum of every 30 minutes until the warning is expired.
- If there is a tornado warning for the 8 outlying counties, KSJQ announces it immediately and provides an update a minimum of every 10 minutes until the warning is expired.
- If there is a tornado warning for the 3 primary counties, KSJQ announces it immediately and provides continuous coverage with latest information and safety announcements until the warning is expired.

KSJQ knows how school closings and delays can affect everyone. Whenever a school is affected by winter weather, KSJQ provides the information a minimum of every 10 minutes from the time the information is received from the Superintendent to the beginning of the school day. In addition, the information is immediately updated and easy to access on QCountry927.com.

KSJQ airs a weekly feature "Here's what's happening in your Qmmunity". This 60-second segment highlights upcoming events in the community. In addition, KSJQ provides a listing of community events online at QCountry927.com.

Beginning in September of 2007, 15 bomb threats were made against schools in the listening area. KSJQ covered every bomb threat to provide information for parents on where to pick up their children and to keep the community informed about the situation. KSJQ was there to assure parents their children were safe. With 15 bomb threats in just three short months came frustration from parents, taxpayers and school officials; KSJQ provided over 15 hours of coverage on these events including close contact with the superintendent of the schools, parents and police departments.

The largest ice storm to hit Northwest Missouri in over 40 years devastated the entire community in December, closing schools for over a week and leaving 90% of the listening area without power. KSJQ provided continuous coverage of the ice storm, including information on where to gather firewood and purchase generators. KSJQ also provided a platform for Aquila, the community's power company, to speak to the public about the progress of restoring power. The station worked closely with city

emergency personnel to provide information regarding road conditions, hazards, debris removal and cleanup. KSJQ spoke continuously with the Director of the American Red Cross on where to find shelters and warm food. After the ice storm ended and the power was restored back to the community, KSJQ conducted an on-line forum to "thank someone". Online at QCountry927.com the community was encouraged to email who they wanted to thank for their service during the ice storm. KSJQ provided 101 public service announcements and received hundreds of thank you letters that were sent to the people and businesses that helped get the community back on track including the power company, shelters and the Missouri Air National Guard.

That same month, KSJQ provided support for the AFL-CIO, a local organization that supports the community with the Adopt-A-Family Program. Thousands of families in the community applied to the AFL-CIO for assistance with clothing, food and Christmas gifts during the holiday season KSJQ provided over 210 public service announcements to encourage listeners to Adopt-A-Family for the holiday season; 696 families were adopted.

Every Saturday at 5:50am, KSJQ produces and airs a 3-minute program called "Perspectives" which looks at issues affecting the community such as health care, education, economic development, government, politics, quality of life, service in the community and law enforcement. Often state officials and leaders in the community, such as Northwest Missouri Congressman Sam Graves, St. Joseph City Manager Vince Capell and school superintendents, are a part of this program.

KSJQ is a major supporter of our troops and in 2007, KSJQ implemented the "Letters from Home" campaign. This campaign encourages the community to send KSJQ Christmas cards with calling cards to send to Missouri troops who would not be with their families over the holidays. KSJQ dedicated 259 recorded promotional announcements to this campaign and sent 1,198 letters to Missouri troops stationed away from home for the holidays.

KSJQ supported two major campaigns in 2007 for America's Second Harvest of Greater St. Joseph in its endeavors to end hunger in St. Joe. In February KSJQ provided public service announcements for their "Truckloads of Hope Campaign" to help raise funds to support the transportation of food. KSJQ provided 88 recorded public service announcements for this campaign and raised \$160,000. In September, KSJQ provided public service announcements for "National Hunger Awareness Month" which encouraged the community to support ending hunger in St. Joseph by dropping off monetary donations at various locations. KSJQ provided 88 recorded public service announcements for this campaign and raised \$18,821.

To help kick off the 2007 school year KSJQ, along with the St. Joseph Police Department and the Missouri Department of Transportation, conducted seat belt checks at the 5 public schools in St. Joseph. Each day we attended a different school during the morning when students, parents and teachers arrived. We stopped every driver and if everyone in the car was wearing a seatbelt, they received a prize and the chance to win an Ipod. If seatbelts were not fastened, The St. Joseph Police Department would provide the driver and guests with information on the importance of safe driving and wearing seat belts.

January 22, 2008

Mr. Gary Exline General Manager Eagle Radio P.O. Box 8550 St. Joseph, MO 64506-4921 Operating Vice President Missouri Electric



Aquila Networks 10700 East 350 Highway P.O. Box 11739 Kansas City, MO 64138-1872 Tel: 816-737-7519 Fax: 816-743-3519 ivan.vancas@aquila.com

Dear Gary:

Congratulations to you and the staff at Eagle Radio for the outstanding public service you provided residents of Northwest Missouri during the recent December ice storm. By suspending your regular programming in order to provide a constant flow of information about the storm and provide a forum for your listeners to share experiences and ask questions, you served as a 'lifeline' to the community.

We, at Aquila, greatly appreciate the opportunity you gave us to communicate with our customers and to be able to answer their questions directly. We hope we were able to help customers better understand the restoration process and to respond to their concerns.

Again, we congratulate you on a job well done and thank you for the service you provided our customers in Northwest Missouri.

O Country,

No just wanted to say,

Shank you for doing such
a great thing for our troops.

Shuy have been over there so leng but yet not dagotton.



To Q-Country 92.7

We at West Nodaway R-I School District would like to thank you for the wonderful program Letters from Home. Our FCCLA and Family and Consumer Science classes would like to show our gratitude by sending Christmas cards to help your effort.

These cards were hand-made or computer generated by the 8th-12th grade students in FACS. Several other teachers donated cards they bought. We hope this helps and we tried to follow the directions on your website. This is such a great project. I discovered looking online for addresses to send cards to soldiers is impossible for safety reasons.

Thanks again from West Nodaway R-I School District's FCCLA and FACS program,

Ms. Aimee Utsinger

Advisor and Teacher (Marine's daughter, Airman's sister, and niece to Army and Air Force retiree's)

Below is a list of local events that KSJQ provided support for 2007.

**Event Name/Date(s):** Polar Bear Plunge, February 10, 2007

**Benefiting Group:** Special Olympics NWMO

The Station is: Support Sponsor

**Description:** KSJQ presented the 2007 Polar Bear Plunge on the campus of our local university to help raise money for Special Olympics athletes. By raising the "bear minimum" of \$50, brave Polar Bears took the plunge for the fun of it and to win great prizes from local businesses.

**On-air support prior to the event:** 80 recorded promotional announcements.

**On-air support during/after event:** KSJQ provided live mentions leading up to the start of the Polar Bear Plunge to encourage last minute registration. KSJQ also provided an emcee for the event and sound system.

**Online support:** KSJQ provided promotion on the website along with online registration.

**Total staff hours contributed:** 5 staff hours **Event result:** \$14,374 was raised during this event.

**Event Name/Date(s):** Special Olympics Duck Race, May 19, 2007

Benefiting Group: Special Olympics NWMO

The station is: Support Sponsor

**Description:** The 8<sup>th</sup> Annual Special Olympics Duck Race provided funding for Special Olympics athletes in NWMO to compete in sports programs. 5,000 rubber ducks were released into a public swimming pool and then raced to the finish line. The owners of the 10 lucky ducks to cross the finish line first, won prizes. At the last minute the pool where the duck race was scheduled to take place was under construction and it was up to KSJQ to spread the word that the duck race had been moved.

**On-air support prior to the event:** 73 recorded promotional announcements.

**On-air support during/after event**: KSJQ provided live mentions leading up to the start of the duck race to inform the community of the change of location and to encourage last minute registration. KSJQ also provided an emcee for the event and sound system.

**Online support:** KSJQ provided promotion on the website along with online registration.

**Total staff hours contributed:** 5 staff hours **Event result:** \$32,897 was raised during this event.

**Event Name/Date(s):** Ride For Ryan, June 9, 2007

**Benefiting Group:** Local students in the construction field (Scholarships)

**The station is:** Support Sponsor

**Description:** Ryan Consolver grew up in St. Joseph and had a career in construction until August 11<sup>th</sup>, 2002 when he perished in a motorcycle accident. In his memory, a motorcycle ride in St. Joe raised money for scholarships to help students further their career in the construction field.

**On-air support prior to the event:** 252 recorded promotional announcements.

**On-air support during/after event:** KSJQ provided live mentions leading up to start of the ride on the day of the event, to encourage last minute registration.

**Online support**: KSJQ provided promotion on the website along with an avenue for motorcycle riders to pre-register online. This is the first time that Ride for Ryan received online registrations and it was via QCountry927.com.

**Total staff hours contributed:** 10 staff hours **Event result:** \$15,000 was raised during this event.

**Event Name/Date(s):** Kevin Sharp Benefit Concert, August 3, 2007

Benefiting Group: Camp Quality NWMO, a week long summer camp "Letting Kids with Cancer Be

Kids Again"

**The station is:** Support Sponsor

**Description:** Kevin Sharp, best known for his smash country hit "Nobody Knows," is a huge supporter of Camp Quality. If anyone knows the struggles children with cancer go through on a daily basis it is Kevin Sharp, a cancer survivor. In 2007 KSJQ hosted a benefit concert raising money to help children with cancer attend a weeklong summer camp at no costs to their families.

**On-air support prior to the event:** 180 recorded promotional announcements

**On-air support during/after event:** KSJQ provided "concert consulting" to the organizer of the event as well as an Emcee.

**Online support (streaming web page presence, emails):** KSJQ provided promotion on the website along ticket purchase information.

Total staff hours contributed: 30 staff hours

**Event result:** \$7,667.00 was raised for this event at just \$7 per ticket.

Event Name/Date(s): Trails West '07 August 17<sup>th</sup> – 19<sup>th</sup>, 2007

Benefiting Group: Allied Arts Council of St. Joseph, MO

The Station is: Support Sponsor

**Description:** Trails West is the largest outdoor arts festival in Northwest Missouri celebrating the unique cultural heritage of St. Joseph, MO. The festival features fine arts, folk art, crafts, unique food and concerts from national recording artists. 2007 was the first year Trails West charged to get into the festival, requiring a \$5 button for entrance.

**On-air support prior to the event:** 354 recorded promotional announcements

**On-air support during/after event:** KSJQ was on-site the entire three days and provided emcees during the country concert. KSJQ also provided hand-held fans at all entrances of the events to help the community keep cool during the festival.

**Online support:** KSJQ provided online promotion including a listing of businesses where buttons could be purchased.

**Total staff hours contributed:** 30 staff hours **Event result:** 40,000 individuals attended this event.

**Event Name/Date(s):** Operation Build A Nation, August 24, 2007 **Benefiting Group:** Missouri National Guard, children of Afghanistan

**The Station is:** Primary Organizer

**Description:** Members of Battery B 1/129th Field Artillery from St. Joseph, MO were conducting a security mission in Afghanistan and where the soldiers lived and worked, was a school that Afghan children attended. Just five years ago the school was practically empty because families were afraid to send their children. Today, the school has over 4,000 students but they do not have school supplies, not even one pencil. Many of the children were curious about the soldiers, and of course the soldiers were always willing to lend a hand—especially for kids. KSJQ came up with a way to help the soldiers win the trust of these children by providing school supplies. KSJQ immediately went into action and created "Operation Build A Nation" – a school supply drive that included a 9-hour "radio-a-thon".

**On-air support prior to the event:** 491 recorded promotional announcements

On-air support during/after event: KSJQ was live on-location for 9 hours

**Online support:** KSJQ provided promotion on-line, a list of supplies needed, where to drop off donations and educational information about the program.

Total staff hours contributed: 30 staff hours

**Event result:** KSJQ listeners filled a 5-ton army truck with school supplies.

**Event Name/Date(s):** Missouri Hog Rally, September 6-8, 2007

**Benefiting Group:** Area Businesses **The Station is:** Support Sponsor

**Description:** Every year, 3,000 Harley Davidson Motorcycle Riders from Missouri choose a city to host the Missouri Hog Rally, this year it came back to St. Joseph, MO where it all started. KSJQ provided promotional announcements, safety tips and parade route information to inform the community of this important community event.

**On-air support prior to the event:** 136 recorded promotional announcements

**On-air support during/after event:** KSJQ was the "grand marshal" of the motorcycle parade through town and provided koozies to all of the riders.

**Online support:** KSJQ supported this event online by posting dates, location, parade routes and information on the annual HOG Rally.

Total staff hours contributed: 10 staff hours

**Event result:** Hotels were completely full with over 3,000 motorcycle riders, boosting the St. Joseph, MO economy and bringing awareness to our community.

**Event Name/Date(s):** Q Country Covergirl, September 15, 2007

**Benefiting Group:** Soles for Christ, a non-profit organization that provides shoes to under-privileged children in the St. Joseph community.

The Station is: Primary Organizer

**Description:** KSJQ created the Q Country Covergirl promotion during the 2007 Josephine Expo, an annual women's expo. KSJQ provided promotional announcements encouraging women to be a "Covergirl". KSJQ posted photos and bios of each contestant online and encouraged the public to vote. The top three from each category were invited to participate in a pagent during the expo. The overall winner won the opportunity to be on the cover of an upcoming issue of *Josephine*, a monthly St. Joseph women's magazine.

**On-air support prior to the event:** 175 recorded promotional announcements

**On-air support during/after event:** KSJQ provided a judge for the event along with live mentions leading up to the event encouraging listeners to enjoy the event and support their "Covergirl".

**Online support:** KSJQ implemented the entire online portion of this event including posting pictures and bios on the site as well as an avenue for voting.

**Total staff hours contributed:** 30 staff hours

**Event result:** \$1000 raised and KSJQ's website received 2,051 votes.

**Event Name/Date(s):** Donating with the Stars, September 26, 2007

Benefiting Group: Community Blood Center

The Station is: Support Sponsor

**Description:** St. Joseph's Community Blood Center's mission is to provide a safe and adequate supply of blood and blood components to meet the transfusion needs of patients in our community. KSJQ helped support one of the biggest blood drives of the year, "Media Day Blood Drive". In 2007 the theme was "Donating with the Stars" and KSJQ on-air personalities were the "stars" along with lifetime donors and recipients. From 10am to 7pm, a blood drive was held at our local shopping center and KSJQ was proud to be the leading sponsor.

**On-air support prior to the event:** 115 recorded promotional announcements

**On-air support during/after event:** KSJQ was on-site for the event and provided live promotional announcements for the entire day pushing people to the event and to donate.

**Online support:** KSJQ provided online promotion including event information, dates, times, location and information on what it means to be a donor.

**Total staff hours contributed:** 10 staff hours

**Event result:** 136 pints of blood, which saved 408 lives.

**Event Name/Date(s):** Breast Cancer Awareness Month, October 19, 2007

**Benefiting Group:** Women

The Station is: Primary Organizer

**Description:** KSJQ wanted to provide information to help women make informed decisions, ways to stay healthy and prevent breast cancer. KSJQ teamed up with Heartland Health, the local hospital, and made an event that was very easy for women to participate in. We set up a "drive-through" where women would receive breakfast brought directly to their car along with important information on breast cancer prevention. In addition, they were given a card pointing them back to KSJQ's website where they could register for a free day of pampering from a local beauty salon and day spa.

**On-air support prior to the event:** 90 recorded promotional announcements

**On-air support during/after event:** We provided a sound system, van and talent at the event. **Online support:** KSJQ provided promotion on-line, including location of event and educational material about breast cancer prevention. We also provided a "registration point" where participants could register to win a free day of pampering from a local beauty salon and day spa.

**Total staff hours contributed:** 5 Staff Hours

**Event result:** Over 300 women participated in the event.

**Event Name/Date(s):** United Way Dinner, October 25, 2007

**Benefiting Group:** United Way of St. Joseph

The Station is: Support Sponsor

**Description:** United Way is a national network of more than 1,300 locally governed organizations that work to create lasting positive changes in communities and people's lives. KSJQ was a proud sponsor of a special evening of dining at La Dolce Vita at 36<sup>th</sup> Restaurant. Those who dinned in were waited on by celebrity servers while enjoying a fabulous Italian meal with 100% of the proceeds going to St. Joseph's United Way.

On-air support prior to the event: 122 recorded promotional announcements

**On-air support during/after event:** KSJQ provided live announcements the day of the event to remind those without reservations to still participate.

**Online support:** KSJQ provided online promotion including event information, date, time, location, information on United Way and how to donate.

**Total staff hours contributed:** 5 staff hours **Event result:** \$14,000 was raised during this event.



Together, we can save a life

## DR 463-08 Missouri Ice Storms

Disaster Relief Operation Headquarters 401 North 12<sup>th</sup> Street St. Joseph, MO 64501 816-232-8439

## Dear Sir:

Before we complete our job of helping the victims of the recent Missouri-Kansas Ice Storms, we want to express the appreciation of all those connected with the Red Cross disaster relief operation for the help and support we have received from KSJQ.

Community understanding of the Red Cross has been essential to this successful disaster relief operation. It was especially important that those affected by the disaster were informed of resources to assist in their recovery. Your cooperation, and that of your staff, has helped significantly in achieving this outreach. You have made a great contribution not only to the Red Cross but to the community.

The Midland Empire Chapter of the Red Cross is located at 401 N. 12<sup>th</sup> Street in St. Joseph will continue to provide assistance to families who still need help or need to contact the Red Cross.

The Red Cross volunteers deployed on this disaster as well as the local Red Cross staff and volunteers want you to know how much all of us appreciated your help.

Sincerely,

Laurel Goforth

Public Affairs DR 463-08

Kevin Kirby

**Executive Director, Midland Empire Chapter** 

From: McLain, Paula < PMCLAIN@nwmissouri.edu>

Date: Aug 10, 2007 9:45 AM

Subject: Concert

To: Teresa Watkins <teresa.hetz@eagleradio.net>

Teresa,

Thanks so very much for sponsoring the 2007 Kevin Sharp – Camp Quality Benefit Concert. I have heard many positive remarks, many stating this was the best concert yet. I appreciate all you did and especially your patience and tolerance through the planning of the event. Your continued support is greatly appreciated. As always you do an awesome job!!!

This event would not be successful without the continued support of Q-Country! I always enjoy working with you and value your input in the planning process and at the event. Thanks for being a Camp Quality supporter and all your efforts.

Sincerely, Paula McLain



an arts festival celebrating St. Joseph's unique cultural heritage ... conducted annually on the third weekend in August

August 23, 2007

Gary Exline Eagle Radio 4104 Country Lane St. Joseph, MO 64506

Dear Gary,

Trails West! © 2007 was an outstanding success, due in no small part to the assistance you provided. Providing remote broadcasts and air time was extremely helpful, and provided a much needed service.

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I'm sure it was an imposition, but thank you again on behalf of the hundreds of volunteers who make **Trails West!** a success. Your help is greatly appreciated.

Sincerely.

Teresa Fankhauser Executive Director

ALLIED ARTS COUNCIL

The Allied Arts Council of St. Joseph, Mo. Inc. ★ 118 South 8th Street ★ St. Joseph, Mo. 64501 ★ www.trailswest.org

Voice: 816-233-0231 ★ Fax: 816-233-6704 ★ email: artstaff@8tJoeArts.org

Date: Sept 14, 2007 9:17 AM

Subject: Thank You!

To: Teresa Watkins <teresa.hetz@eagleradio.net>

Teresa, We raised \$32,897 for the Special Olympics Duck Race and \$14,374 at the Polar Bear Plunge. We chose Q-Country as our Area Media Sponsor of the year! Thanks for all you do for us, we could not do it without you. Mel

KSJQ provided many services to the community in 2007, both monetarily and through volunteer efforts.

KSJQ provided monthly tours to different children's organizations in the community, in order to make them familiar with the radio station.

KSJQ emceed events such as St. Joe Idol, a local singing competition raising money for the NW MO Children's Advocacy and the Girl Scout cookie-eating event.

KSJQ participated in the following parades: Mardi Gras, St. Patrick's Day, Apple Blossom, Andrew County Fair, Nodaway Co Fair and Southside Fall Festival.

KSJQ on-air personalities served on the first ever St. Joe sanctioned BBQ competition board.

KSJQ's Program Director served on the Board of Directors for the St. Joseph Chapter of March of Dimes, attended meetings quarterly and volunteered at March of Dimes events such as the WalkAmerica Kick-Off Party, WalkAmerica, Jail N Bail and Bikers For Babies.

KSJQ on-air personalities spoke to students May 15<sup>th</sup> & 16<sup>th</sup> at Lafayette High School about career opportunities in radio and judged a door decoration contest, December 19<sup>th</sup> for Meril (Midland Empire Resources for Independent Living).

KSJQ's General Manager served as a board member of the Missouri Broadcasters Association, organized Missouri Sportscasters Day at Kauffman Stadium and participated in the National Association of Broadcasters legislative fly-in.

KSJQ supported the St. Joseph Area Chamber of Commerce's efforts in 2007 and sponsored the 2007 St. Joseph Day at Arrowhead, the Annual Banquet, Trade Show, Golf Classic, Chairman's Breakfast, Business Seminar, Small Business Summit and Shop St. Joe Christmas Champaign. KSJQ's General Manager served as Chair Elect in 2007, was the Master of Ceremonies for the Economic Summit Luncheon and chaired the Total Resource Campaign helping to raise \$265,000. KSJQ provided over 200 hours of service and \$12,750 in monetary support for these events.

KSJQ's General Manager served on the Northwest Missouri State University's Professional Advisory Committee for the Communications department and helped with the evaluation of student portfolios and provided guidance for those graduating.

KSJQ provided the following monetary donations to the community in 2007:

\$500 to the United Way \$75 Camp Quality

\$250 Young Life Association \$25 Lions League Baseball Association

\$105 Performing Arts Sloppy Joe Campaign \$20 March of Dimes Bail N Jail

\$50 Indiana Tunis Sheep Association \$20 March of Dimes Bikers for Babies \$100 Northwest Foundation, Inc football program \$100 Northwest Missouri State University

\$200 Missouri Broadcasters Association Spring Student Conference



## Midland Empire Resources for Independent Living

President

Dr. Terry Long

Vice President Yvonne Wright

Treasurer Donna Whittaker

Secretary Kent Ahrens

Pact Procident

Past President
Dr. Terry Robertson

Board of Directors Bev Maltsberger Twyla Morgan Mike McEnaney Lisa Seek Tim Howard Pam Schneeflock

Chief Executive Officer
J. C. Dollar

December 21, 2007

Dear Travis,

Thank you for helping us judge our Christmas door contest on Wednesday. Your donated time was very helpful and we consider this a wonderful gift to all the MERIL staff and our consumers. We want you to know your thoughtfulness has not gone unnoticed.

Its great friends like you that help remind us of the importance of friendship.

Sincerely,

Kristen Sample

K Sample

MERIL Christmas Committee Organizer

4420 South 40th Street + St. Joseph, Missouri 64503 + www.meril.org 816.279.8558 V + 800.242.9326 V + 816.279.1550 Fax + 816.279.4943 TTY/TDD

Thank you for bringing the Q-Country van and Matt Evicson to the Andrew Country Fair Parade. We appreciate your time.

Jill Weaver Andrew County Fair Board Shoul you soo very much for call of your chelp and supposed with the Girl Scouts' 95th Celebration. We cappreciate call you to a Country adid for us leading up to the levent t of course the day of Shoul you for callowing us to partner with you for callowing us to partner with you. We can't fully express our gratifude for call of the on air promotion t behind the week work that went into this should you sonce again for your